

a programme of external aid to French-speaking Africa, increased from \$300,000 a year between 1961 and 1963 to \$3.5 million in 1964 (a large share of this aid is marked for academic and technical training; more than 60 Canadian teachers are now in French-speaking Africa, 100 more will leave next September, and ten technical advisers are already at work).

I do not have time enough to deal with projects for the future.

Immigration

We know that, traditionally, Frenchmen are reluctant to emigrate to Canada. Only 31,626 have come here since 1955. The Department of Immigration is now making considerable efforts to attract them in greater numbers. I have no doubt that the new Directorate of Immigration of Quebec is now also engaged in this project.

Travel

Canadians in turn have no desire to emigrate to France, although they make frequent trips there. They have so many good reasons for doing so! Just imagine: in 1962, 82,000 of us and, in 1964, about 100,000 could not resist the temptation. (This number will certainly increase, if only because of the cultural arrangements which I have already mentioned.) According to the Dominion Bureau of Statistics, Canadian tourists spent outside Canada, excluding the United States, \$230 million in 1962 and, it is estimated, nearly \$300 million in 1964, 90 percent of it in Europe, and a third of it in France. (French statistics report only 6.8 million Canadian dollars for 1962; but, as is well known, statistics in this area are difficult to establish; Canadians often, too often, travel with American currency.)

Now, we must persuade Frenchmen to come and visit us. In 1964, 6,430 did so, and about the same number came to us by way of the United States. We do not know how many francs they left with us. I imagine that Mr. Cournoyer's tourist services are already at work promoting the "Tour du Québec" in France. The Federal Government Travel Bureau has been represented in Paris since early 1964 by Miss Annette Fortier. She organizes Canadian evenings in Paris and tours in the provinces; she gives advice to travelling groups, and last year she even accompanied to Canada the 110 members of the Economic Missions Abroad. If we can capitalize on the traditional popularity of Canada in France and the tremendous tourist attraction of Expo '67, it should be possible to increase considerably the number of visitors from France.

Investments

If the French travel very little to Canada, what about their capital?

From recent developments it would seem that French capitalists are discovering the tremendous potential of Canada, and of Quebec in particular. The publication "External Affairs Monthly Bulletin" was able to suggest, in its last November issue, even that investments "could very well become the only means to increase trade considerably between our two countries". If you replace